



## Advertise Your Services on DDOT!

CBS Outdoor sells transit advertising in a multitude of metro markets and can bring your message to their eyes in a powerful way.

Buses go where people go – where they live, shop, work and play – and so does advertising on buses. The strength of a bus transit display is its ability to find a crowd. A bus transit sign follows the flow of consumers and their spending power.

Detroit Department of Transportation advertising covers the City of Detroit in Wayne County and the nearby suburbs. The heart of the Motor City offers year round activities that bring hundreds of thousands of people to the downtown area, and that can mean increased exposure to your D-DOT (Detroit Dept. of Transportation) message.

D-DOT reaches a diverse demographical area, ultimately reaching more people. Buses saturate the City of Detroit reaching city residents as well as the many suburbanites that travel into the city daily for work, sporting events or the many other happenings in Detroit. The DDOT system travels throughout the heart of the cultural center which includes museums, colleges, the theater district and Detroit Medical Center at Wayne State University. In addition to covering the city and non-city dwellers, D-DOT has many routes leading into the surrounding suburbs.

For more information for advertising on DDOT buses, please contact CBS Outdoor General Sales Manager, Bob Brown by phone at (313) 556-7130 or email: [Bob.Brown@cbsoutdoor.com](mailto:Bob.Brown@cbsoutdoor.com).